

TECHNIQUE FOR EFFECTIVE COMMUNICATIONS WITH,
AND PROVISION OF GLOBAL POSITIONING SYSTEM (GPS) BASED
ADVERTISING INFORMATION TO, AUTOMOBILES

Abstract of the Disclosure

5 In an automobile, communications to and from
the automobile are in the form of messages. Such
messages are referred to as "electronic car-mail" or "C-
mail" messages as each message has a destination or
10 origination address which includes an identifier, e.g., a
vehicle identification number (VIN), identifying the
automobile. The messages may be delivered to the
automobile from a remote server through a communications
network, e.g., the Internet. One such message may
contain a recall notice to the automobile. Another
15 message may contain just-in-time map information for
navigation, depending on the current location of the
automobile. Yet another message may contain advertising
information concerning selected entities, e.g.,
restaurants, gas stations, department stores, etc., also
20 depending on the current location of the automobile. The
messages transmitted from the automobile to the remote
server may contain, e.g., GPS information identifying the
location of the automobile, dynamic data furnished by
sensors in the automobile for analysis, an odometer
25 reading and a speedometer reading for records, etc.